

OFFICE OF THE ARMY TEN-MILER FY 98 CORPORATE REPORT

FINANCIAL PERFORMANCE

In 1996, the Secretary of the Army's Task Force on the Army Ten-Miler recommended that only "consumer oriented" companies and not "non-consumer oriented" companies be solicited for Army Ten-Miler sponsorship.

Revenue:

Sponsorship	\$ 0
Registration / Other	<u>\$ 0</u>
Total	\$ 0

Expenses:

Labor	\$ 0
Operational Expenses	\$ 0
Interest / CRA	<u>\$ 0</u>
Total	\$ 0

Net Income \$ 0

PERSONNEL

Staffed Positions:

- 1 Race Coordinator
Full-time/Civilian
- 1 Marketing Coordinator
Full-time/Civilian
- 1 Operations NCO
Full-time/Military

Unstaffed Positions:

- 1 Administrative Support
Full-time/TBD

Personnel staffing for the Army Ten-Miler meet the staffing guidelines set forth in the 1996 Report by the Secretary of the Army's Task Force on the Army Ten-Miler. There are no immediate plans to staff the Administrative Support position.

PROGRAM

The Army Ten-Miler has been a traditional Army activity for 14 years. The success of the 1998 Army Ten-Miler was evidenced by the 14,108 runners and the 628 teams that registered for the race. This was the second year that the Military District of Washington was responsible for the production and the coordination of the Army Ten-Miler. Both producers and sponsors were pleased with the race's phenomenal growth of over 3,000 runners.

This was the third consecutive year that an active duty soldier won men's title. Lt. Dan Browne won the race for the second straight year with a time of 48:52. Alisa Harvey of Virginia won the women's race in a time of 58:56. The Army Ten-Miler remains the *largest* 10 mile race in

North America for the 9th straight year and is sure to be named again by *Runner's World Magazine* as one of the top races in the country.

The Army Ten-Miler is a year long production. The vision of the Army Ten-Miler is to promote a positive image of the United States Army through its commitment to physical fitness, esprit de corps, and organizational excellence. The program is composed of eight primary components:

1. Event Planning, Legals, & Permits
2. Sponsor Solicitation & Coordination
3. Marketing & Promotional Coordination
4. Volunteer Recruitment & Coordination
5. Logistic Planning & Coordination
6. Event Registration & Customer Service
7. Event Set-up & Coordination
8. Ongoing Meetings, Briefs

ADDITIONAL RESPONSIBILITIES

In addition to producing the Army Ten-Miler event, staff are continually working to promote a positive image of the United States Army within the community.

Army Ten-Miler personnel staff are also responsible for the following activities associated with the Army Ten-Miler:

1. The Race Expo
2. The Pasta Dinner

Race Expo

Produced in conjunction with AUSA, the Army Ten-Miler office serves in a planning and liaison capacity. The two day Race Expo at the DoubleTree Hotel in Arlington, VA, just prior to the Army Ten-Miler attracts nearly 15,000 people.

Pasta Dinner

Produced in association with the Army Ten-Miler, this popular event annually attracts over 700 people and traditionally includes remarks by the Sergeant Major of the Army.

PROGRAM USAGE

The 1998 Army Ten-Miler attracted 14,108 participants, an estimated 4,000 spectators, and 300 kids in the Junior Ten-Miler fun run.

44.5% of our customers are either active duty military or reserve duty military, 51% are civilian, 4.5% are ROTC, Military Academy, and retired military.

4,486 soldiers participated in the 1998 Army Ten-Miler. Army Chief of Staff, Dennis Reimer, was the highest ranking officer that participated.

AHEAD IN FY99 & BEYOND

The Army Ten-Miler serves as a catalyst to develop programs and/or activities that achieve the following objectives:

- Cultivate goodwill and friendship between members of America's Army and communities across the nation.
- Provide an exemplary example for event planning and organization, safety, self-sufficiency, and customer satisfaction.
- Promote running for health in America's communities throughout the Army.

Outlined in the Secretary of the Army's Task Force on the Army Ten-Miler, these objectives serve as the pillars of the Army Ten-Miler program initiatives.

An example of one such program is the plan to expand the Junior Ten-Miler by partnering within the local community. Preliminary plans include establishing a running fitness program for kids in select local schools that would culminate with participation in the Army Ten-Miler event. The program also plans a mentoring component.

SUMMARY

The 14th annual Army Ten-Miler, produced by the Military District of Washington, was the most successful Army Ten-Miler to date. The race's success was evidenced by the 14,108 participants that registered for the race. 1998's race grew by over 3,000 participants. The race has grown by over 5,000 runners in the two years it has been organized by MDW DCSPER.

The Army Ten-Miler continues to actively promote a positive image of the United States Army within the community and continues to carry out the objectives set forth by the 1996 Secretary of the Army's Task Force on the Army Ten-Miler.